



MEP GROWTH SERVICES
INCREASING MANUFACTURERS' TOP LINE



Harmony Enterprises

Like most company leaders, Harmony's president was used to being seen as the originator and owner of all new product ideas. After Eureka! Winning Ways, new ideas now belong to the whole team, which has resulted in greater team buy-in, enthusiasm, and confidence, and products that will really propel the company ahead.

Client Profile

Harmony Enterprises is a third-generation, family-owned and operated business in Harmony, Minnesota. The company of 65 employees makes equipment for the recycling and waste management industries, which it sells throughout the world. The company moved into the recycling industry in 1970, and has enjoyed 10-15% growth in each of the last five years.

While the industry itself offers strong growth opportunities, Harmony saw that even greater and faster growth was possible. "We wanted 25% growth," said company president Steve Cremer. That's why they participated in Eureka! Winning Ways.

MEP's Initial Growth Services Offering: Eureka! Winning Ways

Building upon our success in helping manufacturers reduce their bottom-line costs through process improvements, MEP is now focusing on growth in top-line sales for manufacturers. Eureka! Winning Ways is the first of the MEP Growth Services to be introduced. Developed in partnership with Doug Hall of Eureka! Ranch in Cincinnati, Ohio, the program is the first scientifically based process to guide companies to systematically and significantly grow their businesses. Specifically, the program provides a disciplined methodology and analytical tools to create new ideas, discovery market opportunities for these ideas and efficiently drive the best ideas into development.

New Ideas and Projected Results

The Harmony Team moved ahead with two ideas for discovery:

1. Solar-powered equipment and machines. All of the company's products required some electricity, so the team explored the need and opportunity for solar. The quick research part of the Eureka! process indicated that the market opportunity was there, and the company is now developing the equipment. Harmony hopes to introduce their new solar-powered products to the market next

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summer, and estimates that the impact on the company's top-line could be significant. "The potential market for this equipment could be hundreds of millions," said Cremer.

2. Balers with easier or automatic tying-off systems. While some larger and more expensive baling systems offer an easier tying-off mechanism, for smaller systems this process is tedious and time-consuming. Harmony is now prototyping samples of their new product idea, and hopes to introduce the new line in Spring 2008. The company projects this new product could add 25% to existing sales.

For each idea, Harmony's growth coach from Minnesota Technology, John Connelly, kept the Discovery teams on track. He provided a Trailblazer process for them to follow, which helped everyone to know what they were responsible for and what to look for to move these ideas quickly through discovery and so the company could make a clear decision on whether and how to proceed.

Reaction to Eureka! Winning Ways and MEP Growth Services

"Our team was skeptical going in to the first session, and then they didn't want to leave when it was over. This was so much more than brainstorming. We developed 60 ideas and learned a process to develop even more ideas. This really exceeded our expectations.

"It's usually my job to create a constant river of cash and new ideas. Which meant that in the past, ideas were seen as my ideas. With Eureka, new ideas become owned by the entire team, which translates into more enthusiasm, more buy-in, more confidence, and more commitment.

"The Trailblazer process of reviewing and discovering our ideas was fantastic. We've incorporated 'fail fast, fail cheap' into our vocabulary throughout the company. We were able to reduce our risk and exposure for new ideas, and we've gained the confidence we need to know that ideas we move ahead with really will succeed."

For More Information

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